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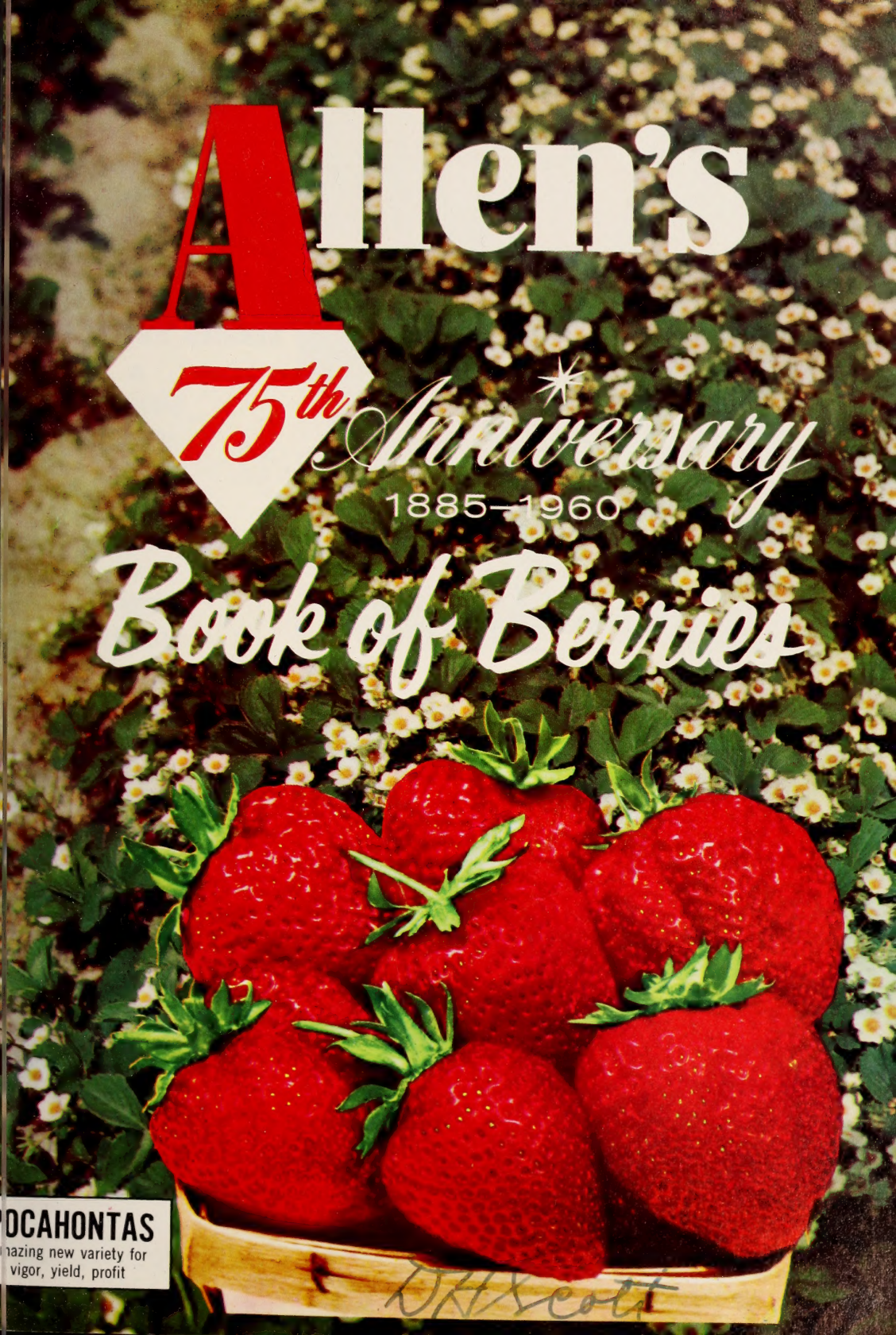
SHOUT
SHARE
IT

Allen's

75th Anniversary

1885–1960

Book of Berries



POCAHONTAS
Amazing new variety for
vigor, yield, profit

TENNESSEE BEAUTY

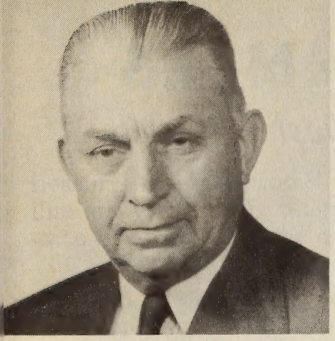
PRETTY
PRODUCTIVE
PROCESSOR
PROFIT

BERRIES ARE BEAUTIES

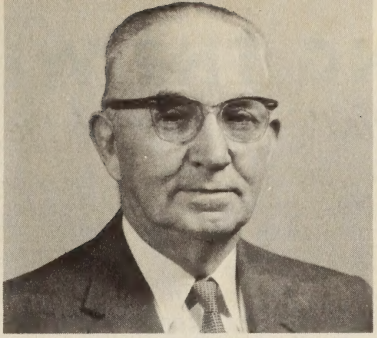
A
MONEY
MAKER
for the
UPPER
SOUTH
and
LOWER
NORTH.

DIXIELAND

Gaining rapidly in favor—
Vigorous grower—
High yields—
Persistant light color—
Firmness to qualify as GREAT for shipping or processing.

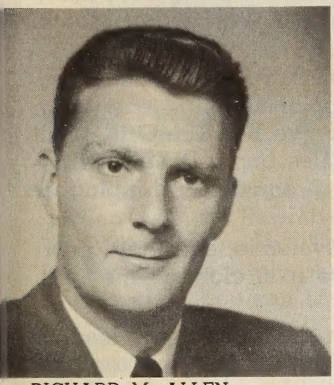


ALBERT G. ALLEN



W. LEE ALLEN

FULTON W. ALLEN



RICHARD M. ALLEN
(Son of Albert G. Allen)

MEET THE ALLENS

Who own and operate W. F. ALLEN COMPANY

Founded 1885 by W. F. Allen, father of Albert, Lee and Fulton.

Greetings and best wishes from us all to berry growers everywhere. May our efforts make your efforts more fruitful.

THE PLANT SITUATION – 1960

Quality rather than quantity is the keyword for the plant supply this season. After a wonderful start strawberry plants here ran into the toughest growing season since 1930. With runner growth blocked by the heat and drought of July, 1959, many of the harder to grow varieties failed to start runner production again, even with the mid-August and fall rains. The more persistent runner producers did start again and have made fairly good nursery rows. With both groups runners were not crowded on the rows and have had plenty of room to make splendid individual plants, fine well developed roots.

"Order early to be sure of getting the varieties you want." This statement is sometimes used merely as a selling point, but it does seem worthy of full attention this year because the crop is really short—probably the shortest since virus free plants first became available.

Among the varieties in **shortest supply** are Superfection, Earlidawn, Midland, Sparkle and Catskill. **Fairly plentiful** are Pocahontas, Dixieland, Redglow, Surecrop, Blakemore and Fairfax.

Registered Plants. All the varieties we are offering are grown from virus free stocks except seven minor kinds. Growers of virus free plants in states where competent inspection services are available are entitled to label their stock "Registered," if they meet certain strict requirements as to soil fumigation, foundation stocks, isolation, dusting, etc. All of our virus free varieties have met these requirements and will be labeled and sold as registered plants. We hope that W. F. Allen Co. will receive your orders for plants this year, but in any event we strongly recommend that you buy your planting stock from a grower who meets the requirements for registered plants. Such stock will pay you.

ALLEN'S PLANTS, Standard of the Industry for 75 Years, are still your Best Buy for Big Crops of Better Berries.

PICKING THE WINNERS

A Bird's eye View of the Best

Early

PREMIER The safe early strawberry. Popular. Frost Proof. Has never missed a crop. Very productive in all nothern states. After 45 years still widely planted in the north, but Catskill is now the leader in acreage there.

FAIRFAX The top quality berry. Quite productive, Berries large, firm, beautiful, becoming dark when full ripe. Ideal berry for home garden. Very profitable for roadside market, fancy trade. High quality brings repeat sales. Widely adapted, north and middle south. Where quality tells Fairfax sells!

EARLIDAWN Earliest of all. May replace Premier in many nothern sections. Berries attractive, light in color and firm enough to ship. Plants hardy and very productive. **BLAKEMORE**—Still the great southern and middle states berry. **DIXIELAND**—Berries larger than Blakemore—equal for shipping or processing.

MIDLAND Plants from virus free stocks are now available, and they grow! For vigor, size, quality, productiveness it is close to the best. Very Early. Fine fresh or frozen.

Midseason

CATSKILL The leading midseason berry. Heaviest producer of any leading variety-more big berries. Good quality, firm, attractive, excellent for freezing. Virus free plants now available regain original Catskill vitality and productiveness. Adapted from Canada south to Missouri and North Carolina. Best midseason berry—it's safe. **SURECROP** is good too!

EMPIRE A new one from New York, making a fine record in Premier territory. Empire excels Premier in size, quality, firmness and beauty; equal in vigor and productiveness.

POCAHONTAS Strongest grower on our list—healthy too. Berries light, large, firm, tart, attractive and oh so many! In four years Pocahontas popularity has zoomed in the north as well as the middle states.

Late

TENNESSEE BEAUTY Usually our most profitable commercial berry. Our favorite of all recent introductions. Excellent for home garden, superduper for freezing. Adapted middle south to middle north. Our record here: 12,700 quarts per acre.

ROBINSON Berries very large, light, attractive. They bring top prices. Becoming very popular in the northern and upper middle states. Plants easy to grow, very productive, profitable. **JERSEYBELLE**—An extra fancy, large, beautiful berry grown for years as 7A. Very popular in New Jersey.

SPARKLE Extra vigorous virus-free plants now available. Red stele resistant. A quality and quantity producer for nothern states. Very vigorous, very productive. Berries medium size, excellent quality, rich red clear through—popular for freezing.

Very Late

REDSTAR The latest real good berry and the best real late berry. Fancy berries at high prices ten days after others have finished.

Everbearing

SUPERFECTION World's greatest everbearer. Our first choice of them all because it is easiest to grow and most productive of fall berries. Your best bet for berries this year.

SURECROP BERRIES– **CASH WANTED** –Sure Profit Quality

Many thousands grow strawberries in home gardens for the pleasure and satisfaction they get from them there. Other thousands grow them for profit, for the cash they hope to make. The pre-eminent place which strawberries hold as a cash or money crop is rarely challenged. We list below some of the reasons why we believe this is true. You can no doubt think of others.

1. **Strawberries** are universal. They can be and are grown successfully in every state with fine varieties suitable for varying conditions.
2. **Strawberries** have a universal appeal. Practically everyone is a potential customer and they can be so attractive when presented for sale either at retail or wholesale.
3. **Strawberries** come quick and early. No fruit crop bears in such a short time. Plants are set in spring of this year; they bear in late spring or early summer of the following year. Furthermore they ripen and are marketed earlier each year than any other fruit crop.
4. **Strawberries** excel as a family business or large commercial venture. The work is mostly light, suitable for old people, young people or for women who like to work out of doors. Larger ventures are usually limited by the amount of labor available at picking time. (See paragraph on "Pick Your Own" below.)
5. **Strawberries** are a high income per acre crop. Much can be accomplished even where the amount of good land is limited. Such a crop also deserves some of the best land available.
6. **Strawberries** require very little machinery, none of the highly expensive type.
7. **Strawberries** will help you pay quickly for an irrigation system. This equipment is not necessary but if available will protect strawberry blossoms from spring frosts and freezing temperatures as low as 18 degrees Fahrenheit at blooming time with little or no loss of fruit.
8. **Strawberries** are marketed in many different ways. Roadside markets furnish a fine outlet in populated areas. Processing plants take them in great volume in their territory. Local sales to individual customers or to hotels, restaurants, etc. is a regular practice with some growers, and through "Pick Your Own" methods hundreds of people will come to your place, pick and pay for the berries with only supervisory expense to the grower.

CAUTIONS:

a) Don't attempt to grow too many. One-half acre well cared for could mean more profit than several acres neglected.

b) Plan to do all the things necessary to grow good berries. A study of market reports as well as local experience demonstrates that good berries practically always sell at profitable prices—inferior berries only when chance makes a short supply.

"PICK YOUR OWN" ("U Pick 'Em")

The growth of this type of marketing operation is amazing; fields of from less than an acre to twenty or thirty acres with the owner and grower having the crop picked by his customers. Usually packages are provided by the grower. The balance of the harvesting operation for him consists only of supervising his customer-pickers and collecting the money for the fruit. For the average city dweller getting his supply of strawberries this way provides an outing which mixes work and fun and which enables him to get completely fresh strawberries at fair prices for his own use.

We believe that "Pick Your Own" projects for marketing strawberries are sure to show a great increase in the next few years. Areas within a few miles on all sides of big centers of population are natural for this type of thing. Vacant lots or other small land spots within the areas themselves are equally good. Farms within five or six miles driving distance are not too far away. A small ad in the newspaper, a spot announcement on the radio station or other available publicity will bring customers the first time. Experience has shown that it is easy to get them back.

This thing is a natural for growers where help at picking time is not available. "Pick Your Own" provides the harvest help for the grower's biggest job and a sure market for his crop. Try it even if only in a small way.

Superior Plants

A BERRY GARDEN

FOR BETTER HEALTH, ADDED PLEASURE AND A BIT OF LUXURY

Lots of Luscious Berries from a Lovely Little Garden add Luxury to your Living.

Better Health

1. The exercise and fresh air incident to planting, growing and picking strawberries means better health for all who participate—young and old.
2. Strawberries are among the highest of all foods in Vitamin C and frequent and plentiful use contributes to the good health of all the family.

Added Pleasure

1. A taste treat. Nothing pleases the palate of more people than luscious strawberries dewy fresh from the vines.
2. Friendliness. Sharing promotes friendship. A quart or so of delectable ripe strawberries is a gift suitable for your closest friends and neighbors or for your most distinguished guest.
3. A budget help. Why spend money for lesser desserts when strawberries in profusion are so easy to have?
4. Quick freezing. Retain much of the flavor and freshness of strawberries for enjoyment the year round.

A Bit of Luxury

The price you pay when you buy good berries and the delicacies of taste and flavor which they provide would rate strawberries as a luxury. But luxury or not, with a strawberry garden of your own, they can be readily available with a minimum of time and effort for anyone who owns or has available a small plot of ground. Plan your Berry Garden today!

150 Plants—196 Quarts & Then Some

Pulaski Co., Arkansas. May 28, 1959. "From the 150 berry plants bought from you in February, 1958, we picked 196 quarts of berries in May, 1959, which excluding those we ate and gave to our neighbors, sold for $47.00. Of the six varieties used the Armore and Pocahontas exceeded all others in both quality and yield." W. F. Kilman.

Strawberry King

Bristol Co., Mass. Feb. 13, 1959. "Your plants have gained for us the name of "Strawberry King" of this area. We use your plants yearly to prevent disease in our fields. Even in the worst years of drought we can rely on $200.00 from our patch, plus 50 quarts in the freezer along with 100 jars of strawberry jam." Gordon Bramwell.

Fine Fruiting Beds
Grown by Elijah Kellough and wife of Ross Co., Ohio

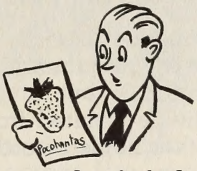
A PROFIT PLOT

For Extra Money to do Many of the Things you have Always wanted to do.

No crop is more suited to the purpose.

1. Strawberries can be grown successfully in every state in the country.
2. Light, healthful outdoor work makes strawberry raising ideal for old or retired folks, whose energies are less than they used to be; for young folks, to provide them interesting and profitable endeavor—perhaps to save for college or other worthy purpose; for people with part-time jobs to supplement their income; for the woman of the house for pin money; for farmers with small acreage who need a high income per acre crop.
3. Good strawberries are easy to sell. Their beauty, delightful flavor and usefulness appeal to all.

Just Like Colored Picture on Front Cover



Person Co., N. C., Jan. 19, 1959. "In 1957 I ordered strawberry plants from you. They did wonderful. I ordered 500 from you the middle of March and got about 49 quarts off them that same year, and the next year the Lord only knows how many quarts I picked. I have never seen so many and so big. They were just like the colored picture of Pocahontas berries in your Berry Book. People who saw my patch said it was the prettiest thing they ever saw. At the stores where I sold them people would ask the clerk if I washed the berries. They were wonderful, just as big, pretty and shiny as the picture." Mrs. Philip Gates.

100 Plants—240 Quarts, Wow!

Licking Co., Ohio. Jan. 31, 1959. "Enclosed is our order for 25 plants each of Premier, Catskill, Empire and Tenn. Beauty. Last summer we picked 240 quarts of berries from 100 plants of the same varieties we are now ordering for this year's planting. We were picking berries for five weeks." Mrs. Thomas H. Bovard.

Fairfax Berries 3 Inches Across!

Defiance Co., Ohio. April 10, 1959. "I have planted your strawberry plants for more than 20 years. Last year's crop was the first that I have harvested from the virus free plants. I set out 25 Fairfax and 25 Sparkle. I harvested 160 quarts of berries from the 50 plants and they were the best quality berries I have ever grown. Some of the Fairfax were three inches across." John H. Barnhouse.

Nothing Nicer Than Catskill

Juaniata Co., Pa. Feb. 19, 1959. "I have bought plants from you several times and just sent you a nice order this week. I say there is no nicer or better berry than the Catskill. My customers don't want anything else. I had around 800 quarts last season and didn't have a quart to sit overnight after picking. I could have sold twice as many right at my home." Neven S. Arnold.

Excellent In Every Respect

Rockbridge Co., Va. April 21, 1959. "I have been raising berries from your plants since 1949. I have found them excellent in every respect. Last year from 200 plants I sold 400 quarts. Empire have done fine for me and so have your other new varieties that I have tried." Roy G. Bates.

Luscious Fruit

80 Years Young, Allen Customer 60 Years

Brooke Co., W. Va. March 3, 1959. "I am 80 years old and still buying Allen plants. They must be good. I picked 1500 baskets from my Robinson and Premier plants last year and sold them for 50c a basket at the stores. Your plants are still tops with me until I find something better. My brother and I have bought from you for over sixty years." Henry Zeidler.

ALLEN'S WINNING PLANTS

Standard of the Industry for 75 Years

REGISTERED

The improvement of strawberry planting stocks has been greater in the last ten years than in the previous fifty years. As these changes have come up from year to year Allen's plants have kept pace with the program. Here are the things we must do to qualify for the registered plant label which you need for best results.

1. Planting stocks from virus free sources must be used.
2. Virus free stock must be kept virus free. This requires 12 to 14 dustings to kill the aphis which is the carrier of the virus organism.
3. This superior stock must be grown in fields isolated from varieties where virus free plants are not yet available and from other fields of ordinary plants in the community.
4. Provide a screen house from which constantly a basic stock of indexed virus free plants may come.
5. Soil fumigation to control or eliminate root nematodes. Nemagon is the material used, as that has been found to be the most effective fumigant to date for nematode control. Our plant fields are all fumigated twice during the growing season. This is costly but well worthwhile for users of strawberry plants.
6. The use of abundant plant food. We use about 1500 pounds per acre to keep them growing at their best.
7. A minor element mixture is added to the fertilizer to avoid the possibility of any weakness resulting from any minor element deficiency.
8. Chlorodane is added to the fertilizer to kill ants, cutworms, grubworms, etc. which might kill or weaken the plants.
9. Constant inspection to make sure that planting stock is free from red stele and that the soil in which they are to be planted is also clean.
10. With ALLEN'S PLANTS you get all the above plus the benefit of our specialization and experience. We grow no other nursery product and we have been growing and shipping fine strawberry plants for 75 years. We believe this means much to you as a grower. Note the letter from Mr. E. W. Hall of Bullock County, Alabama, dated March 11, 1959: "I received the strawberry plants in excellent condition and they were planted in short order in ground in almost perfect condition. The count was a slight fraction more than two extra per package. Thanks. I remember my mother's ordering plants from you about thirty years ago but I don't remember those plants having anything like the root system of these 300. I was truly amazed at the tremendous root system. I appreciate your very prompt and adequate handling of my order. One could ask for no better service. You give every indication of truly intending to stay in business and tops in your field. Thank you and best wishes for another 74 years of better berry business."

For best results from your own efforts in growing berries we hope you will use planting stock grown under the preceding rigid schedule. USE ALLEN'S WINNING PLANTS. THEY ARE REGISTERED.

You as a berry grower cannot afford to do all the above but you should insist that your plant grower do them for you. By renewing your planting stock every year or two you can realize most of the benefits from the above program.

POCAHONTAS

A Powerhouse for Growth and Production

The brilliant performance of Pocahontas during the last few years over a wide territory has caused it to jump amazingly in popularity and sales, being second only to Catskill with us. The states from which enthusiasm for Pocahontas comes include Ohio, Maryland, Pennsylvania, New York, Virginia, West Virginia, Texas and New Jersey. From Kentucky, where Tennessee Beauty has long been the leading berry, word comes that Pocahontas is making inroads both as a shipping berry and a processor.

During the last few years many tests have been made for total yield. Two of the best show Pocahontas at the Kansas Station yielding 13,788 quarts per acre and at the Kentucky Station 520 crates per acre. In the Kansas trials Dixieland was second to Pocahontas and in Kentucky Pocahontas was second to Tenn. Beauty. During these few years since its introduction Pocahontas has really been a powerhouse for growth and production.

Before introduction extensive trials of Pocahontas were made by Dr. Parker of the Norfolk, Virginia, Experiment Station. In these tests Dr. Parker experimented with the use of Pocahontas set in the fall to produce a partial crop the following spring. He did this very successfully and the practice has spread to some extent to the Eastern Shore of Virginia and Maryland. Irrigation is a tremendous help in this type of operation.

In addition to making a heavy growth of strong, vigorous plants Pocahontas berries are very large in average size, very attractive in appearance (see front cover), light in color, fairly tart in flavor, firm enough to be a good shipper and gaining in favor as a processing berry. In 1956 a panel of experts rated Pocahontas as the best freezing berry at Wooster, Ohio, with many varieties under test.

To reflect some of the enthusiasm for Pocahontas we quote:

Pocahontas Berries Big As Eggs!

Washington Co., Md. Feb. 25, 1959. "I had Pocahontas (second crop) as big as eggs. The neighbors couldn't believe their eyes." Mrs. Keye N. Loper.

1000 Quarts from 500 Plants Set. Some Yield!

Summit Co., Ohio. April 23, 1959. "In 1957 we planted 500 Pocahontas. In 1958 we picked over 1,000 quarts. The berries were beautiful and large even unto the end. Each berry looked as if it had been polished. The Pocahontas is the best freezing berry we have ever had." John H. Grimes.

Pocahontas Just Can't Be Beat!

Patrick Co., Va. March 15, 1959. "Please send me some nice plants like the ones I got from you three years ago. They were the nicest and most productive of any I have ever raised. The Pocahontas just can't be beat." Mrs. Hardie Stone.

From experience to date Pocahontas territory seems to be from the middle south to the middle north and as far west as the Mississippi Valley. There are indications that it may be successful even farther north, covering much of the Premier territory, as fine reports have come from both Michigan and New York.

Pocahontas ripens early-mid-season and bears during a long period. It really takes time to size and ripen the tremendous load of berries which it bears. Price list page 32.

Pocahontas Berries—Beauties

The Garden Berry Deluxe

First for Fine Flavor

FAIRFAX

Size, beauty and quality make Fairfax an outstanding berry for roadside markets and other places where quality as well as appearance is appreciated. Wherever consumer can buy strawberries by variety name Fairfax is a favorite. Few can forget the taste treat which Fairfax provides. The berries average large in size, many of the first berries being fan shaped, with the later ones round and sometimes somewhat pointed. The berries are quite firm, being just as solid as Blakemore. When they first ripen Fairfax berries have a bright red color which darkens on holding, becoming almost purple before decay starts. Fairfax berries should be picked closely, especially in commercial fields. If picking is neglected the bright early berries mixed with the dark berries which have been ripe for several days present a somewhat mottled appearance, which is not favored on wholesale markets. In retail markets the dark red color of Fairfax has become associated with unequalled flavor. Consumers buy Fairfax and come back for more of these wonderful dark red berries.

Availability of Fairfax plants from virus free sources has caused a revival of interest in this fine variety, long noted as the best of all in quality.

Fairfax is a moderately heavy producer, just under Premier, Catskill and Sparkle, but yields of 8,000 quarts per acre are not uncommon under good conditions. In the southern and middle states Fairfax ripens early but becomes midseason to late when grown as far north as New York state. Fairfax is well adapted from the latitude of Virginia north. Every garden or small planting in that area should include this delectable treat. FAIRFAX! Price list page 32.

DORSETT

Dorsett is a high quality berry which has many good points and a few bad ones. Dorsett ranks about with Premier in plant growth and production. It is superior to Premier in attractiveness and firmness. The quality of Dorsett is much better than Premier, in fact surpassed only by Fairfax. The bad points of Dorsett are that it is susceptible to frost injury and it is hard to make all the blossoms set fruit. To help overcome these things avoid frosty sites, don't over-fertilize the row making it too dense, and don't let the plants become too thick in the row.

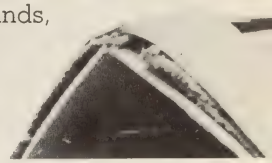
Certified virus free plants of Dorsett are not yet available but our present stock grows freely and makes an excellent fruiting row. Price list page 32.

MIDLAND

"In berry time my customers come and pick my entire crop. They love Midland berries and pay me a price which nets me more than $1,000.00 per acre." This statement was made by a lady who grows berries in northern Illinois, about one acre per year, and will have nothing except Midland.

Midland has everything a great berry needs—beauty, size, color, quality, productiveness, firmness and freezing excellence. If Midland made plants a little more freely and had a little more frost resistance we could call it one of the greatest berries of all time. Selection of good soil, plus good care, will nearly always make possible plenty of plants for a good fruiting row with the new extra vigorous virus free stocks now offered. Irrigation, if available, will help insure the excellent fruiting row and also if properly used will provide almost complete frost protection.

Midland berries are very early, ripening with Premier and Blakemore, only a day or two behind Earlidawn. The berries are quite firm and average large in size, probably as large as Catskill. They have a bright red color which extends clear through the berry. When first picked they are bright red but darken somewhat on holding. This is some handicap on wholesale markets but for fruit stands, local trade, "Pick Your Own" projects and home gardens Midland is "IT." The berries are excellent in quality; many consider them the equal of Fairfax—not quite as sweet but with just as much appealing flavor. Their firmness and deep red color clear through the berry make it one of the best for freezing. Midland has been at the top or next to the top in more freezing tests than any variety we know.



Midland—heavy production—large size—top quality—first for freezing

Midland plants are large, healthy and very productive. Where a good fruiting row has been produced their production is right up with Catskill, Sparkle and the other leaders.

Midland is adapted to all the middle states and even quite far north if irrigation is present to help against late spring frosts. In Missouri it has consistently been one of the best berries from the standpoint of quality and yield. In Connecticut it has been superb. In New Jersey it has been the best early berry for a long time and still retains that rank. On Long Island it is one of the most productive and profitable berries to grow.

It is our opinion that when grown for any market except for shipment to big city wholesale markets Midland is one of the best, largest, most productive and most profitable of all early berries. Our one caution: Use good land and give them good care to be sure of a good fruiting row.

We have more Midland plants than last year, but the demand is certain to be heavy again and we advise early ordering. Price list page 32.

500 Midland Plants, 1400 Quarts. Very Fine!

New Haven Co., Conn. May 4, 1959. "We picked 1400 quarts of berries from 500 Midland plants this past year." Chester W. Salg.

Midland For Early in Iowa.

Linn Co., Iowa. March 31, 1959. "I want to tell you that I have never once been disappointed with the plants received. I hope this order may be filled because I have found from experience that Midland, Catskill and Redstar are the best varieties for my soil and cultural methods." Donald Patschke.

PREMIER *The Frost Proof Berry*

For many years, since 1915 when it was introduced, Premier reigned supreme as the most popular, most profitable and widely planted berry in the northern states. Premier territory extends as far south as the high altitudes in Tennessee and North Carolina and north to Canada.

Premier is still a favorite with many growers in that area but it no longer "reigns supreme", having been surpassed by Catskill and challenged by Sparkle and other kinds. The reasons why Premier stayed at the top so long may be listed.

1. Vigorous, healthy foliage, usually making plenty of plants for a good fruiting row.
2. Amazingly heavy crops of fruit which while not fancy are acceptable on many markets, including the processing industry.
3. A hardiness and frost proof factor which insures big crops every year.
4. An early berry, it starts bearing among the first and continues through a long season.
5. Most of the records for yields and profits, many of which still stand, have been made with Premier. It has been considered the safe and sure variety.

Factors which contributed to the loss of leadership by Premier are:

1. Before virus free stocks were available it became increasingly hard to get a good fruiting row, especially in bad seasons and under unfavorable conditions. This naturally greatly decreased yields and therefore profits.
2. Premier plants bear so heavily that they cannot size up many of the later berries. This has been particularly serious in hot dry seasons.
3. As more desirable fruit came on the market Premier berries suffered by comparison both in quality and price.
4. Virus free stocks make it easier now to get a good fruiting row but in our opinion virus free Premier now offered is not the real Premier as it is much less desirable than good fruit from non-virus free beds. This, incidentally, is why we are still offering a few plants of the old regular non-virus free stock.

To sum up, Premier berries are early, fairly good in quality, fairly attractive in appearance, acceptable on many markets, moderately firm for shipping short distances and are produced in tremendous yields with a certainty of bearing unequalled by few other kinds.

For those who have known and grown Premier and like it we are not suggesting a change. We have a nice lot of virus free Premier plants and a few of the regular stock for those who want to try the old strain.

Premier is also sold as Howard 17, which was the original name. The varieties are identical in every respect. When ordering use the name you like best. Price list page 32.

STELEMASTER

Stelemaster is a very fine early variety in addition to its ability to resist all three forms of the red stele disease. It is a very vigorous grower and close to Catskill and Premier in productivness. Average size of Stelemaster is much larger than Premier, perhaps almost as large as Catskill.

Stelemaster berries ripen about as early as Blakemore. The berries are medium red in color with a glossy surface and are generally uniform and smooth. The flesh is light red, firm, juicy and with a slightly tart flavor. It is not considered especially desirable as a freezing berry.

Stelemaster plants are very vigorous and productive. Stelemaster has not been widely tested, most of the early tests having been confined to Maryland and southern Delaware. However, it has been so good in those areas that it is largely responsible for putting back in the berry business a number of growers whose soils had become infested with red stele. The new Surecrop, a midseason variety, is the only other kind with triple red stele resistance. These two, Stelemaster and Surecrop we look to see much more widely grown.

If you have red stele in your soil and still want to grow big crops of fancy berries it will pay you to remember Stelemaster and Surecrop — both triple threats to red stele and high scorers for your profit account. Price list page 32.

EARLIDAWN *Earliest of All*

Several Days ahead of Premier and Blakemore

Earlidawn is a cross of Midland and Tennessee Shipper. It was originated at Beltsville, Md. in 1947 by the U. S. D. A. and first selected for merit in 1948. After several years of testing Earlidawn (U.S. 3939) was released for introduction in the fall of 1956. The official U. S. D. A. release tells the Earlidawn story:

"The ripening season of Earlidawn is about 5 days before Blakemore and Howard 17 (Premier). Earlidawn is the earliest of all to ripen; its flower stems are short and the flowers are well covered by leaves to protect them from frost. It has escaped frost even better than Premier. The berries average large in size and maintain large average size throughout the picking season. The color of the berries is strong to vivid red, a little deeper than the Blakemore color. They are glossy, have a moderately tough skin, and are firmer than Premier, Catskill and Sparkle, about as firm as Pocahontas and less firm than Blakemore. The seeds are slightly sunken. The berries are fairly uniform in shape and their flavor is tart and good."

"The plants are vigorous, fairly free of leaf spot and leaf scorch, produce fewer runners than most other varieties and are very productive and have shown no yellow variegation. They are not resistant to red stele root-rot. The plants are productive in wide matted rows. Yields of Earlidawn have been above those of most other varieties in Maryland."

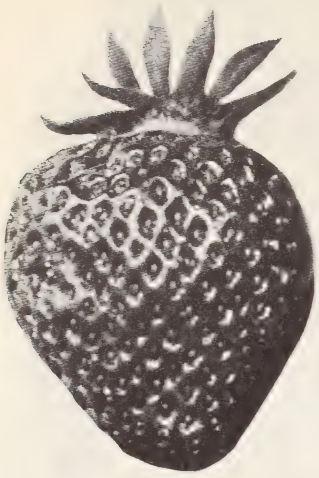
In 1959, a very dry year, Earlidawn was the heaviest yielder we had here at Salisbury. In Ohio officials were impressed with Earlidawn again in 1959 as in 1958. Tests in various other states have shown Earlidawn to be a very heavy yielder. Earlidawn yields have been outstanding in most of the Premier territory where it has been tested. As Premier fades in popularity and performance Earlidawn seems more likely than any other one variety to take its place.

Compared with Premier Earlidawn berries are equally as large, brighter in color, firmer, equal in quality (although more tart), much better shippers, better for processing and apparently just as hardy as the frost proof Premier.

Growers in the middle and northern states who are interested in early berries should give Earlidawn a thorough trial. Stocks are less plentiful than last year's sales, so Earlidawn orders should be placed early. Price list page 32.

SENATOR DUNLAP

A fine old variety that has been grown in the middle and northern states for many years. It is an extremely vigorous grower, making lots of plants which are very productive. Berries are medium in size, a bright rich red clear through and of good quality. One of the best for canning. The hardiness of the Dunlap plant makes the variety a favorite where the cold winters injure the weaker kinds. Canada, Maine, Iowa and Minnesota are among the places where Dunlap is appreciated. Price list page 32.



BLAKEMORE

The Great Southern Shipping and Processing Berry

For many years Blakemore has been the leading shipping berry throughout the southern and middle states. Even today, after much competition with other varieties in local areas, Blakemore is still more widely grown there than any other early variety. The plant is very vigorous, making a satisfactory row under almost all conditions. Generally the plants should be thinned some to keep from getting the bed too thick.

Blakemore is very productive, turning out a high yield per acre, particularly if some thinning of plants has been practiced. The berries are light in color, very attractive in appearance, holding the light color after several days. The berries are very firm and will remain in good condition from the time the berries are first ready to pick, either on the vines or on the route to market, for several days. The berries ripen evenly all over, making good picking rather easy. Many of the berries are large in size but in thick beds and dry seasons tend to run down quite badly unless irrigated.

For processors Blakemore is the Number One berry. In southern areas especially processors prefer Blakemore and in many instances will have no other variety.

In quality Blakemore berries are quite tart. When consumed as fresh fruit they must have sugar added to be real good.

In some areas of the south Dixieland is inching into Blakemore territory. In eastern North Carolina Albritton has almost taken over as their one best berry. On the other hand Blakemore is popular in many areas of the northern states. Blakemore territory reaches into all the southern states and as far north as southern Pennsylvania and New Jersey, the coastal areas of New England and the southern half of Ohio, Indiana and Illinois. Generally it is not recommended farther north. In the territory mentioned anyone who wants berries that are easy to grow and sure to grow can do no better than choose Blakemore. Properly grown it has proved to be a great money maker for large numbers of growers. Virus free stock retains and emphasizes the outstanding vigor of this fine variety. Price list page 32.

MISSIONARY

For many years Missionary has been the leading berry in Florida and popular in other southern states. In Florida it is now sharing honors with the new Florida 90. Missionary will do well on almost all soils, but will do better than most on lighter soil types. The berries ripen early, are medium in size, dark red in color, rather tart quality and attractive in appearance. It is a very good shipper and is also a favorite with the "cold pack" or "juice" men. Virus free stocks now used are emphasizing the good qualities of Missionary. Price list page 32.

FLORIDA 90

A fine new strawberry, originated by Dr. A. N. Brooks in Florida, and grown almost exclusively in that state. Florida 90 is more productive and produces larger, juicier berries than Missionary. The berries are red all the way through. Florida 90 has already taken over half the strawberry acreage in Florida and this percentage is expected to increase. Florida 90 berries are large, long and pointed. They ship very well and have been very well received on northern markets. As with Missionary all our Florida 90 are grown from virus free plants. Both varieties are showing the tremendous vigor which has come to be associated with freedom from virus. Price list page 32.

Dixieland Beds, fine for growth, yield and firmness

DIXIELAND

A Valuable New Early Variety for the Middle States

Dixieland has given excellent results from North Carolina to New York and from New Jersey to the Mississippi River. It is one of the best of many varieties named from the Midland-Tennessee Shipper crosses at the U. S. D. A. Compared with other early varieties it ripens along with Premier and Blakemore. The berries are larger than Blakemore and generally larger than Premier. They are just as firm as Blakemore, firmer than Premier. As a processing berry they are equal to Blakemore, much better than Premier.

The berries are slightly darker than Blakemore, not as dark as Premier. The taste is somewhat tart, similar to Blakemore, not quite as sweet as Premier. Dixieland berries retain their light color on holding just as well as Blakemore, better than Premier. Productiveness is good, just as heavy bearing as Blakemore, not quite as heavy as Premier grown under good conditions. Dixieland berries (see colored picture on center page) are very attractive in the package and sell with other fancy berries of their season.

In one respect Dixieland is a very safe berry to plant. Usually picking time is when labor is shortest. After Dixieland berries are ripe they will hang on the vines for two or three days in perfect shape if necessary, giving the grower time to get to them with limited help if rainy periods or other conditions delay picking. If there was assurance of an improved market Dixieland berries could even be held on the vines a few days to catch the better market. They really are solid.

As stated above, although Dixieland was regarded as primarily a lower middle states shipping berry it is invading "Yankeeland". Excellent reports have come from western New York, Michigan and Wisconsin as well as other northern states. Outtanding points of Dixieland are its firmness and beauty. Try them. Price list page 32.

TENNESSEE SHIPPER *The Firmest Berries we have ever seen*

Tennessee Shipper is a Missionary x Blakemore cross, introduced in 1941 by the Tennessee Experiment Station. It is a very vigorous grower, making larger, stronger individual plants than Blakemore but usually not quite as many.

The plants are very productive. The berries ripen early, about with Blakemore, and are the firmest of any variety we know. They are so firm that picking may be neglected for several days at a time and still be picked and shipped to market with practically no loss. This is important in these days of labor shortage. Tennessee Shipper berries are excellent for freezing. They are rather tart in quality and in dry seasons tend to run down in size except on very springy land. Tennessee Shipper berries rank first in firmness. Price list page 32.

KLONMORE *High Quality Shipping Berry for the Deep South*

Klonmore is a cross of Klondyke x Blakemore. In vigor of plant growth it equals either of its free growing parents. In productiveness Klonmore is better than Klondyke, probably nearly equal to Blakemore. Klonmore berries are about equal in size to either Blakemore or Klondyke but are better in quality than either of them. In fact Klonmore is the only high quality long distance shipping berry that the south has ever had. Klonmore territory is more limited, being grown successfully in coastal areas of the gulf states and the Atlantic coast states and as far north as South Carolina. Price list page 32.

REDGLOW

The American Beauty

Redglow is a fine, new early variety, released by the U. S. D. A. in 1956. It is a cross of Fairland x Tennessee Shipper. We watched this variety for several years in test plots before it was released for introduction. The berries were so beautiful that in studying the various selections in the test plots we found ourselves coming back to this row-Selection No. 4194. It was our opinion when it was introduced that it should be named "Miss America" or "American Beauty." However, the name Redglow suits it very well.

Redglow makes a large, strong plant, sufficient for a good fruiting row, but generally needs very little thinning. The berries average large in size. They are very firm and quite shiny and beautiful. They certainly will bring top prices on any market if handled properly. The quality is excellent.

Redglow is resistant to the most common strain of red stele, the same as Temple and Sparkle. Generally speaking Redglow is adapted to the middle states and is suggested for trial from Virginia to Pennsylvania and even farther north.

Redglow is not considered highly productive but it has been noted many times that when the yield records are added Redglow produces more quarts than had been anticipated. Test plots on Long Island in 1958 showed yields of 8410 quarts per acre from Redglow. Part of the secret of its higher than apparent production probably lies in the fact that every berry reaches a good marketable size.

Along with Earlidawn and Midland, Redglow is one of the early kinds which every grower in the middle states should try. Price list page 32.

Redglow—Brings Buyers Back

Size, Beauty, Productiveness—Empire has them all

EMPIRE

A Large Productive High Quality Berry For The North

Empire was originated and introduced by Dr. George L. Slate at the Geneva, N. Y. Experiment Station. At first it was used largely as a competitor for Premier, then the leader. The experience of Mr. Rexford Roderick of Fayette Co., Pa. was typical. "I have tried the Premier then changed to Empire. I had nicer berries from the Empire. The crop was large—beautiful large red berries and many compliments. Customers would buy by the crate when they saw the berries."

Empire has done well in most of the northern states, excellent reports having come from Maine to Illinois. Empire plants are vigorous growers. Under good growing conditions they should be kept thinned some for best results. The berries are larger, brighter, more attractive and of much better quality than Premier. They are about the same in firmness. Under good conditions they are about as productive as Premier and Catskill. The large size and light attractive color make them easy to market profitably (see color picture) but Empire berries should be handled quickly as they are only moderately firm. Empire is not generally considerd a good freezing berry but the quality is very fine.

Our supply of Empire plants is rather limited compared with what we sold last year, so we suggest early ordering. Price list page 32.

ALBRITTON

The Carolina Beauty

The great majority of all berries grown in the coastal region of North Carolina are Albritton. The plants make a very vigorous growth and are quite productive of very large, bright, shiny, firm, high quality berries. They are real beauties and quickly came to dominate the North Carolina berry industry after they were introduced.

Excellent crops of Albritton have been obtained outside the North Carolina area, but generally speaking Albritton has limited adaptation. In southern New Jersey, Maryland and Virginia Albritton is worth trying. Here at Salisbury, Md. we have grown some excellent crops of Albritton that have been very profitable. The fact remains, however, Albritton has not made its way to the top of the heap anywhere except in eastern North Carolina.

As with other varieties, virus free plants of Albritton retain all the original vigor and productiveness of the variety. We have some beautiful Albritton plants which will produce beautiful berries for you. Price list page 32.

CATSKILL

King of the Midseason Kinds

Before the advent of virus free plants Catskill popularity had begun to decline. Freedom from virus has added so much to the vigor and productiveness of Catskill that soon after virus free plants became available

CATSKILL ZOOMED TO THE TOP

and now we sell more than twice as many Catskill as any other one variety. Growers who remembered the days when ten to fifteen thousand quarts per acre of Catskill were not unusual began to repeat these results with today's virus free Catskill plants.

King of the Midseason Kinds—Why?

1. **Productiveness** is the big gun in Catskill's arsenal. They are nice berries too, with more large size fruit than any other equally productive variety.
2. Virus free Catskill plants make a very strong, vigorous, healthy **plant growth.** Our Catskill plants again this year are very beautiful, equalled in vigor by only a few varieties such as Surecrop and Pocahontas. There is some evidence that extreme heat during the growing season affects Catskill adversely, but our plants have stood the heat and made good beds in spite of a rough growing season in the summer of 1959.
3. **Berries.** Catskill berries have large size, moderate firmness, good quality and very attractive appearance that will hold their own in any parade of fancy berries.
4. **Use.** Catskill berries are fine for the fresh market and very acceptable for freezing. They cap easily, very important where capping machines are in use.
5. **Adaptation.** Catskill is well adapted to all the northern states and the higher altitudes as far south as North Carolina and Kentucky, westward beyond the Mississippi River.
6. **Hardiness.** Catskill has been a sure-cropper over a long period. It has an amazing record of producing successive crops of fine fruit. If there is any one "must" berry for growers in the northern and upper middle states Catskill is it.
7. **Catskill Specials.** Strawberries provide one of the best of all sources of Vitamin C, so necessary for good health. Catskill carries a higher than average percentage of this important vitamin C. For some reason Catskill berries will stand wet weather at picking time much better than other varieties which are really firmer. We don't know why, but it is true.

We have a nice supply of very fine well rooted plants but actually much under the number we sold in 1959. You really should order early to get Catskill. Price list page 32.

EMPIRE

"Sure-fire" for northern states

ALLEN'S PLANTS

Standard of the Industry for

75 YEARS

With Freedom from Virus

MIDLAND

Regains it's place as one of the BEST of all FINE Strawberries

ROBINSON

Large size and bright color have brought to growers many a dollar. That's why so many Robinson are grown

ROBINSON — Good in the north, FAIR in The middle states — NO GOOD SOUTH

ARMORE Berries very large. Plants very productive. Making many friends in Middle & Northern States

PREMIER

Frost Proof
Early

PREMIER — The old master — Still good — It no longer dominates! Earlidawn and Midland well grown are both far better.

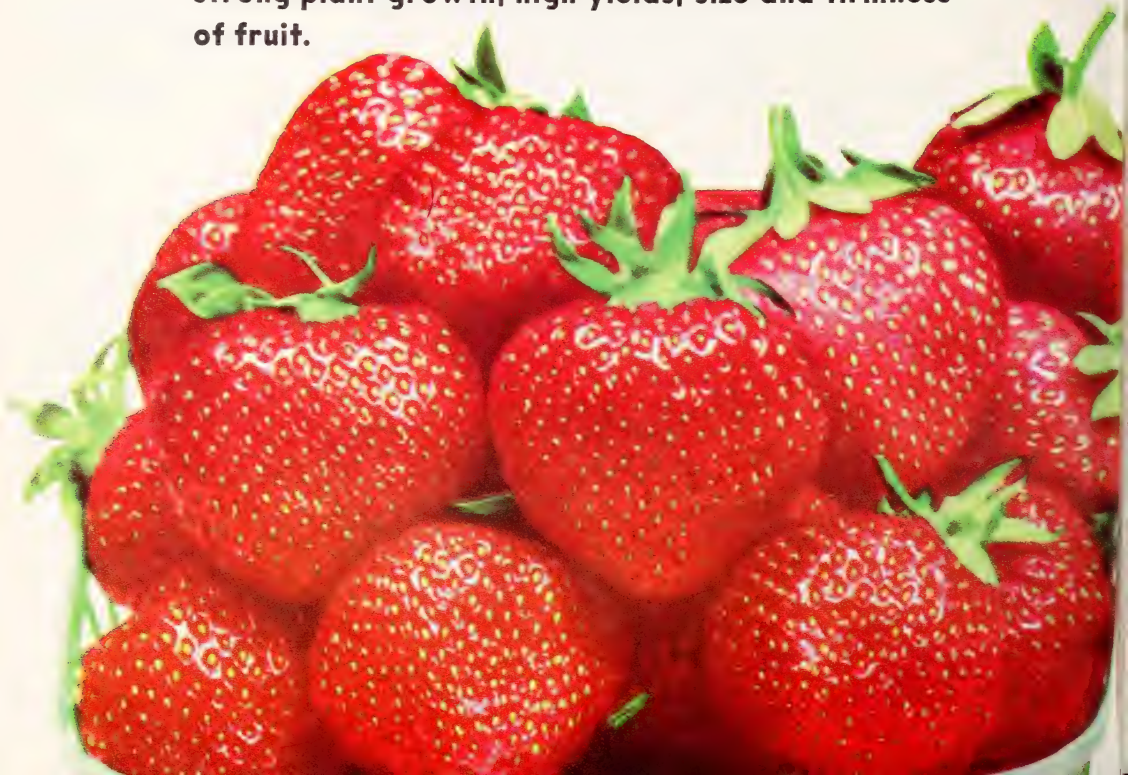
FAIRFAX

The Garden
Berry
DeLuxe!

Supreme
in
Quality!

JERSEYBELLE — They bring the money!!

SURECROP Triple resistance to Red Stele — Blends profitably strong plant growth, high yields, size and firmness of fruit.



CATSKILL COMMENTS

Catskill Berries of Fantastic Size!

Lorain Co., Ohio. Jan. 16, 1959. "We were so delighted with our Catskill strawberries that we are placing our order early for more plants. Last summer, which was the second year for our bed of 100 Catskill plants, we picked 300 quarts of lovely berries. Some of the berries were of fantastic size. I have never found any variety which can compare with Catskill for freezing. They are just grand!" Mrs. Robert Hayes.

5000 Quarts from 1000 Plant Set! A Record?

Washington Co., Ohio. March 9, 1959. "We have tried several kinds but find Catskill best for our soil. Last summer we picked 5,000 quarts from the 1,000 plants we bought from you in 1957. We have a good market for all we can raise." Oscar Amos.

Catskill Best Producer

Lehigh Co., Pa., March 2, 1959. "I am enclosing a picture of plants I received last spring. They are Catskill, Midland, Empire, Earlidawn and Redstar. In the foreground are the Catskill which is the best producing berry for me." B. L. Roth.

"Catskill is Nearly Perfect"

Linn Co., Iowa. April 9, 1959. "I was born 50 years ago on this berry farm; was raised in the strawberry business and am still in it. I have had experience with many varieties of berries including many of the long out-dated kinds. Catskill is nearly perfect for me as a midseason variety, and it has helped me build up a very valuable reputation for top quality berries, but I need an early variety that will compare favorably with Catskill to lengthen the season and allow me to handle more berries." Donald Patschke.

Catskill Berries in Great Demand

Barnstable Co., Mass. March 3, 1959. "We've had such good luck with your Catskill plants; we bought 1,000 plants in 1956. The extra, large. sweet berries have been in great demand here. People (tourist) come from New York, even Alaska, looking for our place. It was a rainy season last year but the Catskill held up well. You have wonderful plants with good roots." Bertram Rose.

Amazing Results with Catskill

Page Co., Va. March 3, 1959. "In March, 1956, I set 1,000 of your Catskill plants, after studying carefully your descriptions of the various varieties in your Book of Berries. I have been amazed at the results. Also I've had many elderly people tell me they have never seen so many strawberries produced from so small a patch. In 1957 I was highly pleased with a yield of 1,000 quarts of fine berries, an amount which I had thought would be a maximum yield. However, the following year, 1958, the yield was 2,000 quarts from the same patch—double that of the previous year. Income from these berries has helped finance two years in boarding school for our son. I doubt if any berry can out-produce Catskill. They also seem to be very hardy, able to withstand severe drought or cold. The heavy vine growth helps provide their own winter bedding for protection from cold." Bailey White.

Catskill Never Equalled in 40 Years

Monongalia Co., W. Va. Apr. 6, 1959. "Last year was the first year to bear fruit for 500 Catskill plants which I purchased from you. They brought forth over 1,000 quarts of delicious large sized berries. My father, a strawberry grower for about forty years, has never equalled this production." Frank H. Barr.

ARMORE

The vigor of Armore plant growth and its great productiveness as well as the large average size of berries merit much wider planting than it has had up to now. In Missouri, Illinois, Indiana, Ohio, Kentucky as well as in some states farther east Armore has produced some amazing crops. Dr. Darrow, formerly of the U. S. D. A., in his successful "Pick Your Own" project of more than 20 acres near Washington, D. C., rates Armore as the most profitable of the late varieties. Armore is generally rated high as a freezing berry as well as having the size and attractiveness for a good fresh market berry. Armore is widely adapted and should be tried in all areas except in extreme north and extreme south.

The berries are medium to light in color, darkening somewhat on holding. Quality is good and they are firm enough to ship moderate distances; firmer than Premier and Sparkle, not as firm as Blakemore and Tennessee Beauty. The first Armore berries are large, irregular, wedge-shaped; the later ones usually round-conic.

Armore produces plenty of runners for a good fruiting bed. For the territory mentioned we don't see how you could go wrong with Armore as a large, productive, late kind. Price list page 32.

ERIE *Another heavy yielder from New York State*

Erie, Empire and Catskill, in our opinion, make up the three best varieties ever introduced by the New York State Experiment Station. Erie's parentage is Sparkle x Premier, certainly an excellent start for any new kind. Erie makes strong, vigorous plants and plenty of them for a heavy fruiting row. Berries are large, maintaining their size well throughout the season. Fruit color is medium red, bright and attractive, with a skin somewhat tougher than Premier. In quality Erie about equals Premier but ripens about eight days later, about with Sparkle. Under proper conditions Erie will give you as many quarts per acre as any variety you can grow. Price list page 32.

SPARKLE

Loaded with Luscious Berries -- Beautiful and Bright

After its origination and introduction by the New Jersey Station Sparkle quickly became one of the most popular late berries in the northern states. After a few years Sparkle, like Catskill, became weakened by the virus diseases which seemed to be present everywhere and its popularity waned. Sparkle, again like Catskill, is staging a come-back with the present amazingly vigorous virus free stocks which make a tremendous growth with plenty of strong, vigorous plants. On good soil some plant thinning would help the average berry size.

At fruiting time the plants are loaded with berries. As a producer Sparkle ranks with Catskill, Midland, Premier and other high yielding kinds. Sparkle plants have a high degree of resistance to the most common strain of red stele. This provides for the grower an element of safety not found in all our leading varieties. Sparkle plants bloom so heavily and so late that the crop is rarely affected by late frosts. This is an item of crop insurance which adds to the value of Sparkle as a money maker.

Sparkle Berries

Sparkle berries have a rich crimson red color which makes them very beautiful. The name "Sparkle" was taken from the fact that the berries actually do sparkle on the vine. They darken somewhat on holding.

Sparkle berries are superb in quality, far better than Premier, Robinson, Pocahontas, Surecrop and others with which it competes.

Sparkle berries are top-notch for freezing. The fine quality helps but the rich crimson red color extending clear through the berry helps to give Sparkle top rating for freezing. Where capping machines are used in processing Sparkle is handicapped somewhat because the smaller berries are rather hard to cap.

Sparkle berries are medium to large in size where they have been well grown on beds not too thick. Where beds are thick and moisture insufficient the plants cannot size fully the heavy loads of berries which are produced.

Sparkle berries are fresh market favorites. Where well grown and picked closely they go into a market with a shine and finish which makes them very attractive, resulting in top prices.

We have some beautiful plants of Sparkle but not enough of them. We estimate having about one-half as many as we sold last season. Orders should be placed early to be sure of getting this fine variety. Price list page 32.

The Speak Up for Sparkle

Kane Co., Ill. Feb. 2, 1959. "It may interest you to know that of the 26 Sparkle planted in 1957 I harvested 63 quarts of berries in 1958." F. J. Schmit.

Washington Co., Pa. Feb. 8, 1959. "Last year we picked 1962 quarts of berries from 900 Sparkle and 900 Pocahontas plants." Walter Klein.

SURECROP—Nothing like them for vigorous growth

ROBINSON

Large Size and Bright Color have made for its Growers many a Dollar

The increase in Robinson acreage in several northern states during the last few years has been phenomenal. The motivating force behind this trend is the dollar sign. The large size and bright color of Robinson have made it so profitable for so many growers that in some areas Robinson has supplanted most other varieties. Robinson has enthusiastic supporters as far south as Missouri and northern Virginia.

The plant growth of Robinon is nearly always good. It seldom fails to make a good fruiting row even under adverse conditions. The plants individually are small, but they do bear big berries. Robinson did not lose as much of its vigor due to virus infection as many other varieties. However, our stock of Robinson now is entirely from virus free sources so that all the original vigor of Robinson is available for plant growth and fruit production. Another thing that has helped Robinson, we believe, is the fact that like Premier the foliage has been absolutely healthy. Even on weak plants we have never seen any foliage injury or disease. This healthy foliage has helped.

It is probably true that Robinson grown in the north or in high altitudes in the middle states is, like Premier, better in quality than those grown farther south. The weakness of Robinson is that the berries are rather soft and generally considered not very high in quality, although there are many who do not agree with this and feel that Robinson quality is very good.

In this section Robinson has been grown largely as Kardinal King. In dry years it has been quite profitable. In wet years Robinson is so soft that even with close picking there is considerable loss of fruit.

As a processor Robinson has not ranked high but, like Premier, is accepted and used widely in areas where large quantities of Robinson are produced.

The berries are large, light and attractive with many of the larger ones being somewhat ridged. (See color picture)

Although we think of Michigan, Wisconsin, Ohio and Connecticut as the natural climate for Robinson, excellent results are obtained farther south. Good reports have come from Kentucky, West Virginia and sometimes from Maryland. Even though it is not rated high for quality many of the Robinson fans will argue fiercely that Robinson does stand high in quality. It may be slipping a little now but it will still be widely planted by growers who remember the dollars that rolled in with Robinson. Price list page 32.

SURECROP

Ranks with Pocahontas as the most vigorous of all

In any berry field Surecrop will be outstanding because of the vigor of its plant growth and the healthy, hardy condition of its foliage. Surecrop is one of the few good varieties that has triple resistance to red stele. Development of this fine variety is a valuable service to those who have red stele in their soils. With Surecrop late and Stelemaster early (also triple resistant) such growers can stay in the business of raising fancy high quality berries.

Judging from fairly widespread tests Surecrop is adapted through all the middle and northern states. The plants are quite productive, standing high in total yield in most of the tests made to date. The berries average large in size and maintain large size during the picking season. They have a light, bright red color that becomes a rich red but does not turn dark. They are firm with a tough, glossy skin with yellow seeds even with the surface. Primary berries are somewhat irregular wedged-shaped; later berries are uniform, short, conic. The flavor is tart and good and they have been rated as satisfactory for frozen pack.

We have a large stock of very fine plants. We hope you will place your order early but if you must order late make it Surecrop rather than Catskill or Sparkle. Price list page 32.

JERSEYBELLE

For Highest Prices

A product of the New Jersey Station, Jerseybelle is one of the few varieties that gained a reputation on the markets as a seedling number. For several years it was known only as 7A but was so outstanding in quality and beauty on the New York market that it was quoted separately during berry season.

In these days when the emphasis in growing strawberries is on quality, beauty and size it may be that Jerseybelle will become widely popular. Although a few virus free plants have been found it will be at least two more years before completely virus free stocks will be available in commercial quantities. The plant, however, makes a very vigorous growth with plenty of plants for a good fruiting bed when grown under good conditions. With rich soil, possibly irrigation, and good care Jerseybelle looks like a winner.

The plants are moderately productive; the berries average very large in size, have somewhat prominent light yellow seeds and a glossy skin which makes them very beautiful. (See color picture)

From some early reports we got the impression that Jerseybelle was an exceptionally good keeping berry, but much evidence in 1957 and especially in 1958 has indicated that Jerseybelle, like most aristocrats, is somewhat tempermental. It does not keep too well when picked much ahead of shipping or when shipped long distances.

Jerseybelle is definitely not a berry for the poor grower on poor soil, but for the good grower on good soils it may prove to be a gold mine if they can be picked at just the right time and handled carefully and promptly.

Jerseybelle berries are fairly high in quality and have been satisfactory in freezing tests. However, Jerseybelle is a high priced fresh market berry and should not be grown primarily for freezing. Growers who pride themselves on growing fancy fruit should by all means try Jerseybelle. Even though Jerseybelle is not considered a highly productive variety Long Island tests in 1958 showed a yield of 10,465 quarts per acre, higher than many other standard varieties in tests which included all the most popular kinds.

For good growers Jerseybelle may have a fairly wide adaptation. Testing outside of New Jersey and Long Island has not yet been extensive but glowing reports are coming from a few places. It may be disappointing where long distance shipment is contemplated but for nearby markets it is most promising. Here is what one Ohio grower, Mr. Floyd Schultz of Cuyahoga Co. wrote us about it in June of 1959: "Last spring you sent me 25 Jerseybelle plants. I planted them but was not at all enthusiastic. There were only 25 plants and they did not seem as strong and sturdy as the Catskill so I paid little attention to them. Today was the first time I looked at them and I just about dropped over from the shock. They were the largest, most beautiful, well developed berries I ever saw with a better flavor than either Catskill or Pocahontas. I never saw such beautiful berries. They make you forget the Catskill and Pocahontas."

We think Jerseybelle may prove to be a bonanza for good growers in certain areas. They won't stand distant shipping and they need the stimulus of good soil and care because virus free plants are not yet available. Plant supply this year is fairly good but very short in comparison to the expected demand. Price list page 32.

BIG JOE

One of the oldest varieties we have and still one of the best. The virus disease which seems to be weakening many of our better varieties has apparently not affected Big Joe at all. It is still easy to get a vigorous, strong, robust fruiting row of Big Joe plants, even though no completely virus free plants of Big Joe have yet been discovered. The plants are moderately productive of berries that average quite large in size. Berries are bright red with an attractive green cap which makes them very showy. Berries are fairly firm, as good as Catskill, better than Premier.

Big Joe is not as hardy as Premier and Catskill. Frosty sites should be avoided, especially if planted in northern states. Big Joe is a veteran variety which has many friends who continue to grow it. We again have a nice stock of beautiful plants. Price list page 32.

VERMILION

Vermilion is an introduction of the University of Illinois. In addition to being a very productive commercial sort Vermilion has shown a high degree of resistance to red stele. Plant growth is strong and upstanding. It makes an adequate number of big, strong plants rather than great numbers of small plants. Vermilion has not been grown widely enough to establish its worth generally but in the central states of Ohio, Indiana, Illinois and West Virginia, Vermilion has shown great productiveness, ranking almost with Premier and Catskill. The berries run medium to large in size, somewhat irregular in shape and they ripen fairly close to the ground, causing some tendency to green sides. Quality is fair to good with well developed berries. The fruit is about as firm as Premier, color about like Temple, getting fairly dark when full ripe. It ripens midseason to late and seems worth trying in commercial areas, particularly those areas where red stele is a problem. Price list page 32.

TENNESSEE BEAUTY

The Money Maker for the Middle States

From the very first Tennessee Beauty has been one of the most profitable and productive of all varieties in Tennessee, Kentucky, Maryland and other lower middle states. It was originated and introduced by the Tennessee Station and having a southern name probably delayed the testing of Tennessee Beauty in northern states. However, in recent years outstanding results have been reported with Tennessee Beauty from parts of New York, Ohio, Michigan, Connecticut, Pennsylvania and other states. We were especially impressed by the statement of a sixty acre grower in Michigan who stopped in at our office and told us that Tennessee Beauty was his outstanding berry and the best yielder he had. He further stated that chain store buyers on the Benton Harbor market would pay more for Tennessee Beauty than for any other variety of its season. Here in eastern Maryland if we were limited to one late variety for shipping and profit Tennessee Beauty would be our first choice. Outstanding yields from Tennessee Beauty have been the rule in Kentucky and Tennessee. Year after year most of their record yields were made with this variety. Pocahontas is now coming into the picture in some sections of these states.

All of our Tennessee Beauty plants are from virus free sources from which you can confidently expect full fruiting rows of heavy production. The berries are the most beautiful of all with a large light green cap adding to their beauty. (See color picture on back cover.) The berries average medium to large in size where adequate moisture is available—smaller under dry conditions and very thick beds. Tennessee Beauty berries are excellent for shipping; firm enough so that if bad weather or shortage of help delays picking a day or two there need be very little loss of fruit. Tennessee Beauty berries are among the best for freezing and processing. They are very easy to cap, in fact when handled as fresh berries only, there is some criticism that they cap too easily. The berries are excellent in quality, not quite as good as Fairfax but better than Premier, Catskill and Robinson.

We have a nice lot of fine, well-rooted Tennessee Beauty plants but not as many as we sold last season. We suggest that you order plants of this variety just as soon as you have made your selection. Price list page 32.

TEMPLE

Temple was the first of the good red stele resistant varieties. It was a life saver to berry growers in sections where the soil had become infested with red stele. Temple itself is not entirely immune to all strains of red stele but has sufficient resistance so that profitable crops of berries can be grown by many growers who had been completely knocked out by this disease.

In addition to resistance to red stele Temple is a very fine variety because of the vigor and productiveness of the plants together with firmness, beauty, size and quality of the berries. Temple is not rated a good freezing berry but as a home garden or fresh market shipping berry it has been so good that it has become the leading berry in southern Delaware and the lower lying soils of eastern Maryland. Price list page 32.

MASSEY

Massey is one of the prettiest, firmest, largest and best quality berries we have ever seen. Massey is at its best in the coastal plain section of North Carolina where it is usually very productive. As far north as Maryland, Massey is still a very fine berry but does not generally retain the heavy productiveness that it has in North Carolina. When first introduced it was good enough to greatly exceed Blakemore in total acreage planted. Now Massey is being largely replaced by Albritton, although some growers use both varieties. Our Massey plants are grown from virus free stocks which return all the original vigor and vitality of the first Massey stock. Well worth trying. Price list page 32.

AMBROSIA

For Late Berries and High Prices

Ambrosia was our best very late berry until the new virus free stocks of Redstar became available. In fact it is still the only good variety that is anywhere near as late as Redstar.

Ambrosia makes a strong, vigorous growth, somewhat susceptible to leaf spot. It produces heavy crops of large, attractive, light colored berries, resembling Big Joe very much in size and appearance. The quality is only fair unless eaten with sugar. Because of the late ripening season Ambrosia berries usually sell well. Because of its late blooming season you always have berries to sell. Price list page 32.

REDSTAR

The Best Very Late and the Latest Very Good Strawberry

With Redstar you can have fancy berries to use or sell ten days after other berries are gone. This fact is the most valuable single attribute of Redstar—to extend the season for fancy fruit. Almost equally important is the fact that you are sure to get a crop. Redstar blooms so late that it is never killed by late frost.

The first berries are very large and wedge shaped. Later berries are mostly round-conic. Redstar berries are very fine in quality. They have an attractive bright red color which darkens very little on holding. Where a good bed is made Redstar is extremely productive and the berries average large in size, firm enough for shipping and attractive enough to sell well. Because it is so late Redstar should be grown where ample moisture is available at fruiting time, either from moist soil or irrigation.

Until 1956 no virus free Redstar plants were available. Stocks had become so weakened that it was almost impossible to get a good fruiting row. Virus free plants are now available and it is easy to get a wonderful fruiting row with big, healthy, beautiful foliage.

Redstar has another weakness—fasciation. In this several fruiting stems apparently merge forming a broad flat stem and the berries broaden and twist, making them very undesirable. Our new virus free stocks show far less of this than the old strains, although there is still more than we like to see.

If you are a commercial grower you can stretch your season and handle a far greater volume of berries with a given amount of help. If you are a home gardener you can stretch the season and feed your family wonderful desserts after other berries have called it a season. This new virus free Redstar stock will not disappoint you. Price list page 32.

REDSTAR—After all others are gone

"I am sending you a picture of my acre strawberry patch grown from the 5,000 Superfection everbearing plants I got from you April 1, 1958. This possibly was the biggest producing acre in the United States. I sold one hotel more than a thousand quarts and also supplied 35 cottages about 12,000 quarts. These plants were set in extra good rich land and cultivated four times, all first blooms removed. Sawdust was used for mulch." J. L. Hartley, Avery County, North Carolina. March 9, 1959.

SUPERFECTION

World's Finest Everbearer

Easier to grow, more productive of summer and fall berries and more attractive in appearance than other everbearing varieties. This has been our experience with Superfection year after year. In quality it is surpassed only by Red Rich. Performance alone has enabled Superfection to hold its place as the best of all the everbearing kinds.

Scoffed at as of little value by commercial growers for many years, the new sawdust mulch spaced plant system of growing and varieties like Superfection have made everbearers a real asset to your home garden and in favorable locations a profitable money crop.

Superfection berries are light in color and quite attractive in appearance. They are firm enough to ship moderate distances but mostly they are used at home or sold on local markets. The flavor is quite tart but with sugar added Superfection makes a very fine addition to late summer and fall desserts.

All our plants of Superfection are grown from virus free stocks. If you are interested in the satisfaction and novelty of having fresh berries out of season in your home garden Superfection is your best bet. If you will use the sawdust spaced plant system of growing everbearers, similar to the one described on page 30, your chances of good results with Superfection or any other everbearer are greatly increased. Price list page 32.

GEM

Superfection is also sold as Gem, which was the original name. Also the plants which we bought as Brilliant from two sources proved to be identical with Gem and Superfection. With virus free plants to eliminate differences in vigor of individual stocks you will find Gem and Superfection identical. Order them by either name and you will have the best of the everbearers. Price list page 32.

Commonsense Methods for Growing Good Strawberry Crops

Strawberries are grown successfully in every State in the Country. They are relatively easy to grow. Beginners can produce fine crops by following common sense methods.

WHEN DO THEY BEAR? Standard varieties set in March, April or early May 1959 will bear their best crop in May or June 1960. Everbearing varieties set in early spring produce berries in late summer and fall of the same year. Fall setting is not a good practice in most cases.

FALL PLANTING

In spite of some very good results setting plants in late August, September or early October with the idea of getting a partial crop the following May or June is not generally a good practice. Results in most cases do not justify the extra effort, even if good plants were available and they usually are not.

Setting the plants in late October or November to get the job done when not so rushed by work as in the spring or to avoid the hazards of delayed planting in spring due to bad weather is rarely justified now that dormant plants are available. Any advantages should be weighed against the time and trouble of mulching through two winters instead of one and more work in controlling weeds and grass. Usually a part of the fall set plants fail to survive the winter, but those that do survive start earlier and grow better than spring set plants.

With good early dug dormant plants available for spring planting we think fall setting is very rarely justified except in Florida or other sections far south. Recent results with the Pocahontas variety in southern Delaware, eastern Maryland and Virginia may provide another exception.

WHAT KIND OF SOIL AND LOCATION ARE BEST?

Any soil that makes good yields of garden or field crops will produce strawberries in abundance, whether that soil is a light sandy loam or a heavy clay. Here are some pointers. 1—In rolling country a sloping field gives better air drainage and less injurious frosts. 2—Run the berry rows across a steeply sloping field rather than up and down to help prevent erosion. 3—Follow a hoed crop to make less weeds and grass to contend with in the strawberries. 4—Avoid sod land that may harbor grub worms which cut or injure your plants. Use of chlorodane (see page 27) makes the use of sod land much safer. With chlorodane we would prefer good sod land to poor cultivated land. 5—Change the place of the strawberry bed every few years. It will help keep up the vigor and growth and reduce the danger of a build up of disease and insect trouble. 6—A rank growth of weeds and grass on a vacant lot, garden plot or unused field indicates soil fertile enough to grow good crops of strawberries. 7—Most important of all, select land that holds moisture well because (a) it is naturally springy, (b) it has a high water table, (c) irrigation is available or (d) because lots of organic matter in the form of animal manures or green crops has been incorporated in the soil.

HOW SHOULD I PREPARE THE LAND?

In late winter or very early spring the land should be plowed or (in small plots) spaded to a depth of 6 to 8 inches. Then with harrow or rake it should be leveled off to form a smooth friable planting bed.

Here are some things which are not necessary, but which are very helpful in getting bigger, better crops of berries:

1. Plowing under in late summer a heavy growth of green crops such as peas, beans, clover, sowed corn, weeds, grass, etc. All these rot quickly and are much more valuable for the strawberry crop if plowed under while still green.

2. Early fall sowing of rye or wheat to give a heavy sod to be plowed under in late winter or very early spring. This will be easier to handle if disced up thoroughly before plowing.

3. Applications of horse, cow, hog or sheep manure at the rate of 5 to 20 tons per acre. This is the best of all preparation for a fine crop of berries. Results are

almost equally good if one of these applications has been made for the previous crop. Poultry manure is better when applied to the previous crop but is helpful to current crop if full of litter and only three to four tons per acre are used. Excessive applications of poultry manure may cause some burning especially in dry seasons. If used, apply poultry manure to field or garden in the Fall for spring planting.

For small areas a good guide in the application of horse, cow, sheep or hog manure is to figure 1 to 2 bushels for every 100 square feet. Manure from poultry and broiler houses either contains chick weed, seed from feed or bedding or stimulates excessively the growth of chick weed, which becomes very serious in many strawberry growing areas.

WHEN SHOULD PLANTS BE SET? EARLY!

The most important single thing in growing strawberries successfully is to set the plants EARLY. With no other crop that you grow is early spring setting so ALL IMPORTANT. With dormant plants available plants can be set safely at least two weeks later than with freshly dug stock.

In the Southern States this means February, March and early April. In the Middle States, March and April. In the Northern States, April and May in late seasons and in states far North. In all states it means just as early as the weather permits you to get the ground ready and the plants set.

A good stand and growth are easy if plants are set early so they can become established while the soil is still cool and moist. With late setting good results are very unlikely unless soil and moisture conditions are entirely favorable.

SHOULD CHEMICAL FERTILIZER BE USED? On very fertile garden soils none is needed. On most good soils fertilizer will not prove beneficial if plenty of stable manure of any kind has been applied. On many soils chemical fertilizers will be very helpful. 600 pounds per acre of any fertilizer containing 3 to 6% of nitrogen and 5 to 10% of phosphorus may be used. This may be stirred into the soil down the row before the plants are set or applied as a side dressing in one or more applications after growth starts. Inorganic nitrogen like nitrate of soda or sulphate or ammonia should be used in these applications only with great care, as they will injure either roots or leaves, if they come in direct contact. Organic nitrogen materials like tankage, fish, dissolved bone, cotton seed meal, dried blood, etc., are safe to use. Any form of phosphorus is O.K. Potash is not usually a limiting factor. However, we sometimes use a fertilizer with 2 to 3% of potash just as insurance.

Whatever the soil preparation and earlier treatment it is well to examine the plant beds in the late August or early September. If the growth is satisfactory and the leaves have a rich dark green appearance, no further fertilizer is necessary. If color and growth are not satisfactory at that time apply as a top dressing directly on the plant beds about 600 pounds per acre of 6-8-2 or any fertilizer mixture your dealer has containing 4 to 6% of nitrogen, 6 to 10% of phosphorus and 2 to 5% of potash. Apply only when foliage is thoroughly dry and brush loose material off the leaves at once. This is important to prevent injury.

An application of 600 pounds per acre means about 1 pound for each 20 feet of row.

PLANTS FOR VARIOUS PLANTING DISTANCE

Rows	In the row	Total per acre
3 ft. apart	18 inches	9,680 plants
3 ft. "	24 "	7,260 "
3½ ft. "	18 "	8,297 "
3½ ft. "	24 "	6,223 "
4 ft. "	18 "	7,260 "
4 ft. "	24 "	5,445 "
3 ft. 8 in.	18 "	7,128 "

WHAT ABOUT LIME? If other crops, weeds or grass have made a good growth on the land you have selected for strawberries it does not need lime. However, if you want to have your soil tested for acidity a pH range of 5.7 to 6 is best, 5 to 7 is satisfactory, if organic matter content of the soil is fairly high.

WHAT CARE DO PLANTS NEED? They should be set promptly on arrival if possible. Dip the roots in water and keep them protected when taken to the garden or field for setting. A hot day is bad for setting strawberry plants. A hot windy day is terrible. A cool cloudy day is fine. Sometimes plants must be kept a while because the ground is not ready or for some other reason. Small lots of plants can be kept in the family refrigerator if there is room. Burying the crate or package for a while in a snowbank is O.K.

The very best way to hold plants is in cold storage at 28 to 32 Degrees F. If such storage is not available, open the bundles and spread the plants in thin layers along a V-shaped trench about four or five inches deep. Cover the roots with two or three inches of soil leaving the buds exposed. Wet the soil and plants thoroughly. A light covering may be necessary.

Incidentally, there is one way to play safe. If you have cold storage available order your plants shipped in March while they are still thoroughly dormant. Moderate delays in transit won't hurt them at that time and they will keep perfectly in cold storage at 28 to 32 Degrees F. until planting conditions are just right. If plants are dug after they have made lots of foliage and possibly blossoms, they should not be held more than a few days even in storage.

U. S. Government and New York State experiments as well as much practical experience have shown clearly that anyone who cannot normally set plants by April 15th could confidently expect much better results with stored dormant plants than with freshly dug ones.

WHAT IS THE BEST METHOD OF SETTING PLANTS? Any method is good which leaves the roots reasonably straight down in the soil, spread some if possible with the soil pressed firmly against the roots and the bud just at the surface of the packed down soil. A good garden trowel is the best tool for the work in small plots. Others are a spade, dribble, paddle or in larger fields a horse or tractor-drawn transplanter. With plants that have very long roots clipping them off to about 4 to 5 inches in length will make it easier to get a good job of setting. It will not hurt the plants. No matter how long or how short the leaf stems, fruit stems or roots may be at time of setting, the bud must be just at the surface. (See picture.)

HOW FAR APART SHOULD PLANTS BE SET? In general we recommend setting plants 18 to 20 inches apart in rows 3½ to 4 feet apart. This requires about 7,000 plants per acre. (See Table.) Somewhat closer planting is satisfactory in small gardens where space is limited, for the hill system as with everbearers, or for late setting where a good stand is uncertain. Closer setting is suggested also for varieties that make few plants. With the new virus free stock of vigorous growing varieties somewhat wider setting will usually give a satisfactory fruiting row.

For the small garden order 7 plants for each 10 feet of row you want to set or figure 1 plant for each 5 square feet. Thus for a plot 10 x 10 you would need about 20 plants.

High yields can be had from small plots by using the hill system where all runners are cut off. Use planting plan suggested for everbearers on page 30.

There are many variations of the hill system. One of the most practical looking is to use a double hill row with plants 12 inches apart in the row and 30 inches between each double hill row. This plan makes possible economies in cultivation and runner cutting. All hill system plans require extra plants.

HOEING, CULTIVATING AND TRAINING. Frequent hoeing and cultivating make larger, stronger fruiting beds and a better crop of berries. The purpose is to keep down weeds and grass and to keep the top soil loose. Loose top soil helps conserve soil moisture and makes it easier for new runners to take root. Shallow cultivation is best, 1 to 1½ inches deep with the hoe or slightly deeper with horse cultivator.

(1) **Uncover the buds.** At the first or second hoeing any of the plant buds which have become covered with packed or caked dirt must be uncovered. Neglect in this is often the greatest single cause of a poor stand. The outside leaves may remain fresh and green for some time but if the bud is smothered the whole plant will eventually die.

(2) **Cut off the blossoms** at each hoeing. The vitality necessary to mature a cluster or two of berries is needed by the newly set plant to make a strong, vigorous plant growth. For exceptions see page 31.

(3) Most of the **training of new runners** is done at hoeing time. A well spaced matted row is the best system for getting the largest crops of the best berries. It will not pay to be too fussy about exact spacing distances but it should be kept in mind that 4 to 8 plants per square foot of fruiting bed is plenty. An excess is no better than weeds. Train the first strong new runners out like spokes from a wheel and root them until a fruiting row 1½ to 2½ feet wide has been formed. When that has been done as many as possible of the later runners should be pulled or cut off.

WEED KILLERS. Crag Herbicide No. 1 (SES) is the most promising material to date for control of summer weeds and grass in strawberries. Apply just after cultivation. It prevents germination of weed seeds—does not kill established weeds. Apply rate of 2-3 lbs. per acre in 40 gallons of water. Cover soil surface. Each application will check weed growth for 3-5 weeks. No injury to plants unless very hot weather. To control winter

and spring growth of chickweed apply chloro I.P.C. 3 lbs. per acre in 50 gallons of water. For us one application in either November or the first half of December has been effective. We doubt if chemical weed control is practical or necessary on very small plots.

Geese are helpful in controlling crab grass. They do not eat weeds. Use about 4 geese per acre; get goslins or young geese, 5 to 6 weeks old. They eat more and trample less than old geese. The field must be fenced in. Supply shade, water, some extra feeding. Large flocks in one field often trample plants badly. Watch out for dogs.

IS MULCHING NECESSARY? Mulching is necessary for winter protection in all the northern states and would be helpful in many fields as far south as Virginia and Kentucky. In addition to giving protection from cold, mulching helps to keep down weeds and grass, to conserve soil moisture and to keep the fruit bright and clean.

The mulch should be applied in the fall after frost and light freezes (25 to 28 degrees F.) have occurred but before hard freezing (20 degrees F. or lower). It should be removed, (at least partly) soon after growth starts in the spring.

Wheat straw and marsh grass are considered the best materials. Rye straw, pine needles, coarse strawy manure and various kinds of hay are satisfactory. In some sections sawdust has been used with good results; also buckwheat hulls. Use whatever you have or can buy at a reasonable price.

WILL IRRIGATION PAY? If you have irrigation it will certainly pay to use it for strawberries, especially just before fruiting time. However, irrigation is not necessary. Most of the fine berry crops in this country are produced on good strawberry soil that holds moisture well because stable manure and green crops have been added or because of a high water table.

Evidence piles up that irrigation during the danger hours will save a strawberry crop from severe frost and freeze damage with temperatures as low as 20° F.

INSECTS AND DISEASES. Red stele has become serious in some areas. It is avoided by using clean plants on uninfected soil. Red stele can be largely ignored on infected soil by using resistant varieties. Stelemaster and Surecrop have triple red stele resistance. Sparkle, Temple, Fairland, Redglow and Vermilion have high resistance to the most common form of red stele. If you use these kinds red stele need not make much of a dent in your berry profits.

Captan sprays or dusts are proving helpful in reducing fruit rot which can be serious any year, especially bad in wet seasons. Captan can be mixed with applications to control Clipper. Captan dusts are now a standard practice with us. Hill system or well spaced plants help to prevent berry rot. The Clipper, sometimes present near wooded areas, can be controlled by two applications (25 to 35 lbs. each) of proper dust mixture.

Some results in 1957 indicate that under certain conditions early Captan sprays fully protected berry beds from the worst known infestation of leaf spot and leaf scorch which practically destroyed the berry crops on other fields in the area. If other insects or diseases become serious consult your County Agent.

RENEWING OLD BEDS. Most commercial growers pick one crop of strawberries and then destroy the planting. Generally this is justified. However, when plantings are on good soil, free from weeds with little insect or disease damage, a second crop may be had economically. To renew beds, don't plow away the old bed. Cultivate middles, remove weeds and grasses and possibly fertilize. On thickly set beds remove some of the excess plants. Don't be afraid of hurting the beds. We have used a heavily weighted (100 lbs.) spike tooth harrow very effectively. Train new runners to any vacant places. Mostly the second crop of berries is bourne on the same plants that produced the first crop.

ODDS AND ENDS

1. To control spittle bugs and tarnish plant bugs which cause malformed berries (nubbins) spray thoroughly one time with 50% D.D.T. 2 lbs. per 100 gallons of water as late as possible before plants bloom in spring. Nubbins and malformed berries, very similar in appearance, are also caused by late spring frosts which injure but do not completely kill the berry blossoms.
2. How much virus free plants outyield ordinary stock depends on the vigor of the non-virus free plants. At the Ohio Station 68% average increase was obtained on virus free Catskill, Sparkle and Premier. In New Hampshire 83% increase on the same three varieties. In Massachusetts 35% on four leading varieties, and in Nova Scotia on four varieties 310% increase, the amazing increase probably due greatly to lack of plant growth of the ordinary stock.
3. A new spray MH-30 (5 pints in 50 gals. of water per acre) has been used to reduce runner formation and prevent crowded rows. In tests one spray was applied in early July, two others in August. A well spaced row of plants resulted. Suggested for trial only with varieties that form too many runners.
4. When sawdust is used as a mulch, the soil will need extra nitrogen. Seven or eight pounds of ammonium sulphate per 100 lbs. of sawdust has been suggested. The Colorado Station states "Sawdust is a good mulch, conserving moisture, suppressing weeds and improving heavy soil with no significant effect on the pH of the soil."
5. Chlorodane will pay. About 10 lbs. per acre of actual chlorodane broadcast with fertilizer (25 lbs. 40% material). Many of the things necessary for growing top notch planting stock (page 3) a berry grower cannot afford to do—the use of chlorodane is one of the things he can and should do. It's **fairly** cheap—it's **very** good.
6. Gibberellins. Experiments were conducted in New Jersey in 1958 on the use of potassium gibberellate applied to Sparkle in the fall, using the optimum concentration of 10 ppm with 3 applications. Results showed a significant increase in early yield—but not in total yield and a significant decrease in average berry size. Experimental use only is suggested for the present.
7. A "runner cutter" has been developed at Cornell for use especially where hill or hedge row system is used.
8. Dr. Melvin Kolbe of the North Carolina Station at Raleigh, N. C., has developed a "blossom cutter" which seems practical to make it easier to perform the very important job of removing blossoms from newly set plants.

75th Anniversary

FAMILY GARDEN COLLECTIONS

Plants of all varieties offered in these Collections, except Jerseybelle, are from the remarkable new VIRUS FREE stocks.

Bargains In Gardens - You get the Best and they cost you Less

If you have a garden you must have a berry bed. Order one of these Collections for the health and pleasure of all your family. By ordering from these pages you save a little money and get the same varieties you would select after hours of study. **Postal charges are included in these prices.**

POSTPAID— All Collections **postpaid** anywhere in the U.S.A. at prices quoted. **ORDER** all Collections by name. Collection A, Collection B, etc.

MIDDLE STATES GARDEN COLLECTIONS

Well adapted for heavy production of luscious berries anywhere in the U.S.A. except extreme nothern and extreme southern areas.

MIDLAND—with virus free plants it rates as great.

FAIRFAX—finest quality; the garden berry deluxe!

CATSKILL—big crops of big berries; good for freezing.

TENNESSEE BEAUTY—wonderful new late berry; excellent for freezing.

Collection A— 100 plants, 25 each of the 4 kinds.....$ 4.95 (Postpaid)

Collection B— 200 plants, 50 each of the 4 kinds.....$ 7.85 (Postpaid)

Collection C— 400 plants, 100 each of the 4 kinds.....$13.70 (Postpaid)

Collection D—1000 plants, 250 each of the 4 kinds.....$24.90 (Postpaid)

NEWEST VARIETY COLLECTIONS

Try these new ones. All have met rigid standards before being released for introduction.

EARLIDAWN—earliest of all.

JERSEYBELLE—high market prices as New Jersey 7 A.

REDGLOW—outstanding beauty.

SURECROP—midseason, red stele risistant.

Collection K— 100 plants, 25 each of the 4 kinds.....$ 5.30 (Postpaid)

Collection L— 200 plants, 50 each of the 4 kinds.....$ 8.40 (Postpaid)

Collection M— 400 plants, 100 each of the 4 kinds.....$14.65 (Postpaid)

Collection N—1000 plants, 250 each of the 4 kinds.....$26.60 (Postpaid)

NORTHERN STATES GARDEN COLLECTIONS

Well adapted for heavy production of excellent berries in northern U.S.A. and Canada, south about to the Ohio River Valley and southern Pennsylvania.

PREMIER—frost proof, sure crop every year.

EMPIRE—gaining in favor because of the flavor.

CATSKILL—big crops of berries; good for freezing.

SPARKLE—shine like gems; fine quality fresh or frozen.

Collection E— 100 plants, 25 each of the 4 kinds.....$ 4.80 (Postpaid)

Collection F— 200 plants, 50 each of the 4 kinds.....$ 7.70 (Postpaid)

Collection G— 400 plants, 100 each of the 4 kinds.....$13.45 (Postpaid)

Collection H—1000 plants, 250 each of the 4 kinds.....$24.65 (Postpaid)

Experience Not Necessary

Montgomery Co., Md., Jan. 3, 1959. "How's this for an amateur in strawberry raising? You delivered to me in excellent condition 100 strawberry plants the third week of March, 1956. During the 1956 growing season I plucked all blossoms and kept the bed free of weeds. Following is our production: In 1957 we picked 96 quarts and in 1958 147 quarts. These were measured in regular quart berry boxes, heaped to overflowing. All were large size, fine quality berries I would be proud to show anywhere." LESTER L. TROUP.

200 Plants—400 Quarts

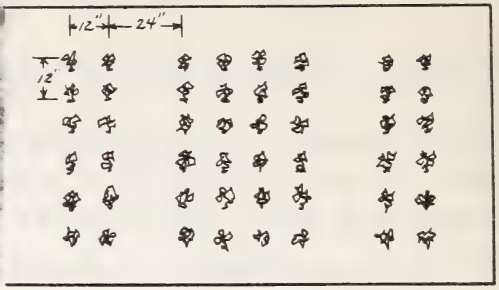
Roane Co., West Virginia, March 16, 1959. "Two years ago we ordered your Collection B of 200 plants (50 plants each of Midland, Fairfax, Catskill and Tenn. Beauty) Last spring we picked over 400 quarts of berries. Our neighbors and friends thought they were the largest and best berries they ever tasted. We could have sold many, many more. I am expecting a good crop again this spring from the ones we put out two years ago. We had berries over a long period of time by ordering this Collection. I would recommend your plants to anyone wanting to start a strawberry patch." MRS. I. W. SHAFER.

You Can Grow Berries

They Tempt the Taste and Please the Palate

THE SAWDUST MULCH SPACED PLANT SYSTEM

The Growing Plants



The Plan

FOR BEST RESULTS WITH EVERBEARERS

USE THE SAWDUST MULCH SPACED PLANT SYSTEM

The Ohio Experiment Station reported 7,000 quarts per acre the first year with Superfection grown under this system. Iowa Station reported yields even larger than Ohio. In Kentucky the Experiment Station reported, with irrigation, 14,000 quarts per acre the first year with Superfection and Gem.

During the last few years many growers in many states have verified the outstanding results obtainable by the sawdust mulch spaced plant system in growing everbearers, first reported a few years ago by the Ohio Station.

A brief summary of the Ohio Station report is given below.

The Ohio Station report states that the latest development in everbearing strawberry production demonstrates that the largest yields, greatest ease and economy of operation and highest profits are to be secured by following a 4-row bed type planting system. (See diagram and picture.)

In this system the plants are set one foot apart in rows which are one foot apart. A two foot alley or middle is left between each 4-row bed. The 4-row system produces high yields in August, which are maintained during the remainder of the season.

The plants should be set just as early in the spring as the land can be prepared—late March or early April. The first crop of weeds will usually appear within two or three weeks after planting. These should be controlled by hoeing. After this first hoeing the entire area should be covered with a layer of sawdust one inch thick. This mulch is very important for conserving soil moisture and suppressing weed growth. Later weeds, if any, must be removed by pulling because hoeing would mix the sawdust with the soil and eliminate its mulch effect.

All blossoms which develop on the new set plants should be removed until early June or a week or two later if plant growth has not been quite vigorous. After fruit production starts berries may be harvested about twice each week until frost stops growth in October. The sawdust mulch helps to conserve soil moisture during late summer. If an extended drought occurs the crop can be greatly increased in size and quality by the use of irrigation. All runners should be removed from the plants as fast as they develop. This is essential if highest yields are to be secured.

"The sawdust mulch appears to give adequate protection over the winter period. A thin renewal layer may be needed in the fall if the spring application was too light. A full inch of mulch should be maintained."

The spaced-plant sawdust mulch system comes high per acre, with more plants and much hand labor required, but numerous Ohio growers have demonstrated in small and medium sized plantings that a carefully managed patch will give high profits.

This Ohio system and variations of it have been used in recent years in many other states to enable growers to get far more satisfaction from Everbearers than they did before. **(See page 23.)**

VIRUS FREE—REGISTERED

Plants referred to as "virus free" in this catalog have been field grown by us from virus-free foundation stock furnished by the U. S. Department of Agriculture, Bureau of Plant Industry, Soils, and Agricultural Engineering, Beltsville, Maryland. Our field-grown stock has been dusted with parathion to control aphids which transmit the virus diseases. It has also been grown at considerable distances from any other strawberry plants. Since viruses do not produce clear-cut symptoms in most strawberry varieties but simply weaken and devitalize the plants, no guarantee can be made that these plants are 100 percent free of viruses. Because of the measures that we have used to protect these plants from virus infection, we believe them to be substantially virus-free.

All plants from virus free sources which meet the rigid growing requirements of our Inspection Service are entitled to be sold as "Registered." All our virus free varieties have met these requirements and will carry a label showing they are "registered." We hope W. F. Allen Company will receive your plant orders, but in any event you should get plants which meet the rigid requirements which entitle them to be registered.

INSTRUCTIONS TO PURCHASERS

Terms. Cash with order. Remit by money order, bank draft or cash in registered letter. No C.O.D. shipments without part payment.

Packing. No extra charge made for packing at prices quoted on page 32.

Time of Shipment. We ship plants from November 1st to June 1st. See paragraph on page 25, "When should plants be set?"

True to Name. We take every precaution to have all plants true to name and we will refund your money if any prove otherwise, but we will not be responsible for any sum greater than the cost of the plants ordered.

WHEN TO ORDER HOW TO SHIP

Order as soon as you have decided what varieties and how many you want. Plants will be reserved for you. Write plainly so that we can get your name and address correctly for prompt acknowledgment of order and delivery of plants. Be sure to fill in your County on the order sheet.

Express—Cheaper on shipments of 3,000 plants or more and on 2,000 plants in the 5th postal zone of farther. Transportation charges can be collected at time of delivery. There is a minimum express charge of $2.01 on any size shipment.

Parcel Post.—Generally cheapest and most satisfactory for all shipments up to 1,000 plants everywhere, and on larger shipments up to 2,000 plants in the 4th postal zone or nearer. Parcel post charges depend upon weight of shipment and postal zone. On parcel post shipments be sure to include postage figured from the tables and guide below. Send enough postage as an excess will be returned to you. C.O.D. shipments require from 40c to $1.00 additional postage for that service and often delay delivery. **COLLECTIONS offered on pages 28 and 29 are prepaid and no postage need be sent for these.**

WEIGHT OF PLANTS

25 plants 1 lb.	500 plants 20 lbs.
100 plants 4 lbs.	1000 plants 40 lbs.

BERRIES THIS YEAR?

Freedom from virus has added so much to the vitality and growth of strawberry plants that we are moved to suggest something that we have always fought against. If you do not have other strawberry plants to furnish you berries for the table this year, why not leave a cluster or two of blossoms on the strongest of your new plants? This will give you some berries to use this season as well as show you what some of the newer varieties look and taste like. By setting the plants a little closer you should be able to have these berries and still produce a good fruiting bed for the following season if growing conditions are favorable. Do not try this extensively unless you have very good springy soil or some kind of irrigation available.

We know of nothing more deadly in your strawberry plantings than to leave all the blossoms and berries on newly set plants. Do not let the above suggestion lead you into leaving too many berries on the strong plants or to neglect the important blossom cutting job after planting.

Late Shipments. All plants ordered shipped after May 15th will be packed and shipped in best possible condition but at purchaser's risk.

Our Guarantee. We guarantee all plants ordered shipped before May 15th to reach you in good condition. If they are found to be otherwise, either through a slip on our part or delay or mistreatment in transit, notify us immediately so that we can refill your order. Any claim for poor condition must be made immediately on receipt of plants as we cannot be responsible for drought, floods, insect, etc., which may affect the plants after their arrival, as these things are entirely beyond our control.

RATE TABLE

Zone	1st Pound	Each Additional Pound
2nd	23 cents	4 cents
3rd	23 cents	5 cents
4th	24 cents	7 cents
5th	26 cents	9 cents
6th	28 cents	12 cents
7th	30 cents	15 cents
8th	32 cents	18 cents

ZONE GUIDE

To help determine postal zone, consult this guide. If you live near places mentioned or nearer to Eastern Maryland, you are in zone indicated. If convenient, ask your Postmaster.

Zone 2—includes Trenton, N. J., Harrisburg, Penna., Philadelphia, Penna., Hagerstown, Md., Charlottesville, Va., Norfolk, Va.

Zone 3—includes Hartford, Conn., New York, N. Y., Pittsburgh, Penna., Roanoke, Va., Wilmington. N. C.

Zone 4—includes Portland, Maine, Boston, Mass., Albany, N. Y., Buffalo, N. Y., Cleveland, Ohio, Cincinnati, Ohio, Detroit, Mich., Indianapolis, Ind., Louisville, Ky., Nashville, Tenn., Atlanta, Ga.

Zone 5—includes Chicago, Ill., St. Paul, Minn., St. Louis, Mo., Little Rock, Ark., New Orleans, La.

Zone 6—includes Houston, Texas, Oklahoma City, Okla., Kansas City, Mo.

Zone 7—includes El Paso, Texas, Denver, Colo.

Zone 8—includes Salt Lake City, Utah and Pacific Coast States.

PRICE LIST FOR SPRING — 1960

	25 plants	50 plants	100 plants	200 plants	300 plants	400 plants	500 plants	1000 plants	5000 plants
Early Varieties									
★ ALBRITTON	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	70.00
★ BLAKEMORE	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	65.00
★ DIXIELAND	1.30	2.15	3.50	6.10	7.85	9.45	10.95	17.50	82.50
DORSETT	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ EARLIDAWN	1.50	2.50	4.00	7.00	9.00	10.80	12.50	20.00	95.00
★ FAIRFAX	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ FLORIDA 90	.75	1.25	2.00	3.25	4.40	5.25	6.10	10.00	45.00
★ HOWARD 17	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
★ KLONMORE	.75	1.25	2.00	3.25	4.40	5.25	6.10	10.00	45.00
★ MIDLAND	1.45	2.45	3.90	6.85	8.75	10.50	12.20	19.50	92.50
★ MISSIONARY	.75	1.25	2.00	3.25	4.40	5.25	6.10	10.00	45.00
★ PREMIER	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
★ REDGLOW	1.40	2.30	3.70	6.45	8.35	10.00	11.60	18.50	87.50
★ SEN. DUNLAP	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	65.00
★ STELEMASTER	1.45	2.45	3.90	6.85	8.75	10.50	12.20	19.50	92.50
★ TENN. SHIPPER	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	65.00
Midseason Varieties									
BIG JOE	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ CATSKILL	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ EMPIRE	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ POCAHONTAS	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ SURECROP	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
TEMPLE	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
Late Varieties									
★ ARMORE	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
ERIE	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
JERSEYBELLE	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ KARDINAL KING	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
★ MASSEY	.90	1.50	2.40	4.20	5.40	6.50	7.50	12.00	55.00
★ ROBINSON	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
★ SPARKLE	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ TENN. BEAUTY	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
★ VERMILLION	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
Very Late Varieties									
AMBROSIA	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
★ REDSTAR	1.45	2.45	3.90	6.85	8.75	10.50	12.20	19.50	92.50
Everbearing Varieties									
★ GEM	2.25	3.75	6.00	10.50	13.50	16.20	18.75	.....	.....
RED RICH	5.00	8.50	15.00	27.50	39.00	.....	.....	.....	.....
★ SUPERFECTION	2.25	3.75	6.00	10.50	13.50	16.20	18.75	.....	.....

★ **Our plants of these varieties are grown from virus free stocks.**

Premier and Howard 17 available in regular and virus free stocks.

W. F. ALLEN COMPANY
SALISBURY, MARYLAND

All plants f.o.b. Salisbury, Maryland, at prices quoted, express or parcel post charges extra.

On quantities of more than 5,000 plants of one variety write for quantity rate.

WE HAVE NO PLANTS OF ANY VARIETY TO SELL FOR SHIPMENT IN JUNE, JULY, AUGUST, SEPTEMBER AND OCTOBER.

PLANTS LIKE THESE — THEY PAY

ALLEN'S PLANTS

Standard of the Industry for

75 YEARS

SPARKLE

for QUALITY and YIELD.

IT'S A JEWEL!

EARLIDAWN earliest of all

W. F. ALLEN CO.

SALISBURY

MARYLAND

1960

CATSKILL

KING of the MIDSEASON KINDS